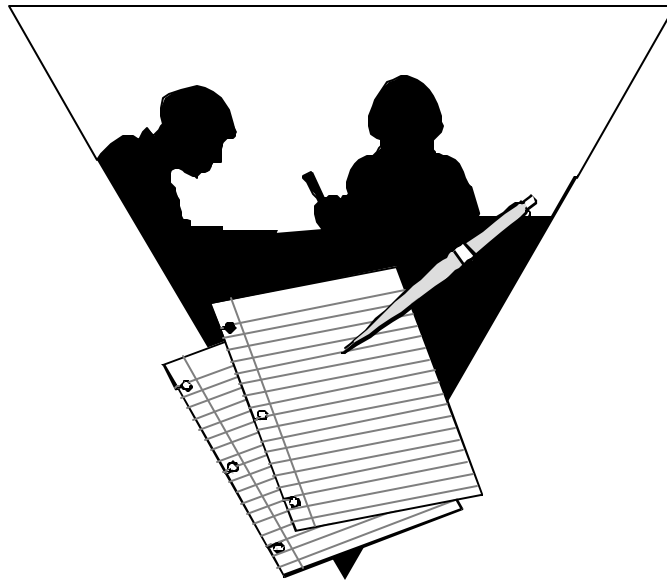


Module 11: Entrepreneurism



THE SPOUSE EMPLOYMENT ASSISTANCE PROGRAM

SPOUSE CAREER/LIFE COURSE - MODULE 11

TRAINING OUTCOME

Participants will learn what it takes to open and run their own business. Advantages and disadvantages will be addressed, as well as the steps needed for identifying the types of business to establish and financial resources for doing so. Participants will complete a self-assessment that will help them determine if entrepreneurship is right for them.

ESTIMATED TIME

1 hour 45 minutes

AGENDA

- Introduction
- **Ex:** Self Assessment Quiz
- Resources
- Advantages and Disadvantages of Entrepreneurism
- Getting Started: Ideas
- Developing a Business Plan
- Getting Started: Finances
- Business Structure
- Developing Your Business Identity
- Marketing Your Own Business
- Summary
- Evaluation

PARTICIPANT MATERIALS

- Participant Guide

TRAINING AIDS

- Overheads 1 through 15
- Pre-prepared charts (see Preparation Notes to the Instructor)

EQUIPMENT AND SUPPLIES

- Overhead projector
- Easel, Chart paper, Tape, and Markers

PREPARATION NOTES TO THE INSTRUCTOR

1. Set up room by arranging the furniture in an appropriate manner.
2. Hang the chart of a Career Plan in the room. Prepare to discuss the Career Plan and the link to this module.
3. Prepare the chart listing the agenda.
4. Try to arrange for a speaker on small business or someone who is self-employed to address the audience. **The time allotment for this module does not include time for guest speakers.**
5. Display Overhead 1 prior to the start of class.

MODULE 11: ENTREPRENEURISM



1

WELCOME AND TRAINER INTRODUCTION (10 MINUTES)

Welcome participants to the training:

- Introduce yourself and welcome participants to their local Family Service Center and to the Spouse Career/Life Course.
- Set up boundaries for confidentiality sake.
- Provide a brief summary of your background and experience.
- If applicable, introduce other persons (non-participants) or guest speakers and describe their role.
- State that some modules will be presented by guest speakers on specific specialist areas.
- Notify the participants that the role of the instructor(s) is to take participants through the course and provide them with support whenever they need it. If participants wish, they can approach you individually during breaks, after class hours by appointment, etc.
- Review logistics (e.g., breaks, bathrooms, and drink machines); Review Module agenda.
- Tailor the module for your audience.

Page 205 - Participant Guide



- State what will be covered in this module; review agenda.
 - Want to be your own boss? Want a business you can take with you? As a military spouse, having your own business is a viable option to ensure you'll have a job wherever you go. In this module, we will discuss the ins and outs of having your own business. You'll have a chance to determine if entrepreneurship is for you.



State Objectives:

At the end of this module, you'll be able to:

2

- Identify if entrepreneurship is a work option for you.
- Discuss the various financial resources available.
- Refer to the different types of business options available.
- Develop ideas for naming and marketing your business.

Career Plan link to module:

Page 206 - Participant Guide

Instructor Aid 1

Instructor Note: Refer to Career Plan wall chart.

- Often military spouses choose to become entrepreneurs so they can more easily move their jobs with them, a truly mobile career option. A new option that is appearing more and more are Internet businesses.
- If you find that having your own business is an option for you, you will probably want to get more information and assistance after this class.

EXERCISE 1: SELF-ASSESSMENT QUIZ (20 MINUTES)

Introduce exercise:

- Deciding to open your own business is a big step, as well as being a change in work habits.
- Identifying your skills and interests is part of developing a career that's meaningful to you. From Module 2, each of you should have marked skills that identified your strengths. Reviewing that list is will be an important step to knowing what aspect of self-employment you can manage yourself, and which ones you cannot.
- There are many factors to consider when deciding to become self-employed. You will now have the opportunity to complete a self-assessment on entrepreneurship.
- Military installations may have special requirements concerning home based employment. Check with your SEAP Manager for specific rules and regulations.

Page 207 - Participant Guide
Instructor Aid 2

Conduct exercise:

1. Explain that the worksheet will help them identify whether or not entrepreneurship is an option for them.
2. Participants will work individually to respond to the statements.
3. Review the instructions with the group.
4. Allow 15 minutes for the exercise.

Facilitate discussion:

Ask the entire group: "Did anyone's results surprise them?"

Encourage those who may have wanted to be self-employed but didn't rank entrepreneurship as an option for them.

State that the remainder of the module will review the steps to self-employment, provide participants with an opportunity to think about what will work for them, discuss resources for assistance, and perhaps prepare for self-employment in the future.



3

ADVANTAGES AND DISADVANTAGES (10 MINUTES)

Highlight the advantages and disadvantages of self-employment:

Pages 208 and 209 - Participant Guide - Fill in the Blank

Advantages:

Independence

- make your own decisions
- do what you want
- choose where you want to work
- pace the number of hours working and amount earned

Variety

- assignments to work
- contacts

Rewards from producing quality products or services

Tax benefits

Benefits of working from your own home

- test a business with idea minimal investment of money since workspace and utilities are already partially covered
- no commuting
- work according to your schedule and better manage both work and family responsibilities
- dress comfortably

Smoother transition when relocating

Disadvantages:

Failure

- not prepared (qualified) for self-employment
- poor management

Long hours

Financial risks

Uneven and low income to start



4

No security or fringe benefits

Lots of responsibility

Lack of support help

Starting over with each relocation

- marketing your company
- getting new customers
- reestablishing credit
- inventory of products/materials
- locating new suppliers

Drawbacks of working from your own home

- receiving social calls during work hours
- family demands/responsibilities
- lack of structure
- proximity to distractions (vacuum cleaner, television, refrigerator)
- Inadequate space
- Isolation of working alone

GETTING STARTED: IDEAS (15 MINUTES)

In Module 2, you identified your skills, interests, and work preferences. When you have some time, looking back at that information can help you develop ideas for your own business. Here is a list to help you get started.



5

Page 210 - Participant Guide
Instructor Aid 3

Instructor Note: Read through the list by stating the category and highlight a job or two under each. Encourage employees to check off the items that sound interesting to them.

For any items that you checked off, go back after this module, to the skill assessment from Module 2, to see if there is a match. There are many business ideas for self-employment. Finding an idea that matches your skills and interests is a move toward success.



6

Review the three guidelines for a successful self-owned business:

- Relatively simple and inexpensive to start
- Mobile
- Increasingly in demand (the best category of business for a relocating spouse is service)



7

DEVELOPING A BUSINESS PLAN (10 MINUTES)

Page 211 - Participant Guide

Discuss the main components of a business plan:

A business plan is the most important part of a business. Your business plan should include:

- Description of the business, (e.g., location of the business, the products you will sell)
- Marketing plan (e.g., identifying your customers, the pricing strategy)
- Financial plan (e.g., start up costs, operating costs)
- Management plan (e.g., personnel and skill needs, benefits to offer)

A business plan is essential for starting a business. Once the plan is established, you can set short and long-term goals.

The Small Business Administration's web site provides a complete outline on the contents of a business plan, as well as a self-paced activity for you to begin writing a plan.

GETTING STARTED: FINANCES (10 MINUTES)

Every business needs money to begin and to stay running. You don't have to empty your savings to get the money you need to open your own business. Many resources are available to you, and you may need to access all of them.

Page 212 - Participant Guide - Fill in the Blank



8

List the financial resources for opening your own business:

Most of the capital needed for a new business comes from personal savings, friends, and family, there are other options:

- Borrow against money you already have in savings
- Stock dividends
- Use your credit cards
 - Be sure to re-pay on time each month!
- Personal loans
 - Take as long term as you can to get a low monthly payment and double your payments, this way if business slows you won't have a high monthly payment to make.
 - Also watch out for balloon type payments where a large sum is due at some distant point.
- Private venture capitalist
 - This person is a successful entrepreneur who's not affiliated with any institution.
 - Normally won't ask for collateral
 - Check interest rate!
- Life insurance cash value
- Mortgage on your real estate
- Federal or state financing programs

Don't put all your pennies in one pot, having diverse sources of capital is helpful. Wherever you plan to get your start-up money, be sure to practice your presentation before you meet with others, and always get commitments in writing!

BUSINESS BASICS (25 MINUTES)

Basics of any business include the desired structure, company name, logo, and mission. This section will address all of these items.

There are five business structures to decide between for self-employment.

Page 213 - Participant Guide - Fill in the Blank



9

Define the five business structures:

Sole Proprietorship – You operate as a self-employed individual.

Incorporation – Good for large-scale and aggressive business plans.

Subchapter S – For small business, can get a tax break.

General Partnerships – Each person is completely responsible for debts and obligations of the whole partnership.

Limited Partnership – Includes at least one general partner, who controls the business and has full liability for all obligations, and limited partners, who have limited control and liability.

Once you know the structure of your company, you can develop the name and mission statement.

Page 214 - Participant Guide - Fill in the Blank



10

Who are you?

Develop a company name

- To distinguish you from the competition
- That is appropriate for what you do

Develop a company mission statement

- To define the purpose of your company

Where do you want to be?

Decide on the location of your business

- Intersection
- Mall
- Corner store
- Rent an office
- At home



11

Look for a Merchant's Association (they normally offer group insurance plans, free advertising, collective security measures).

We discussed only a few basic items for starting your own business, but there are several items to consider which will vary depending on whether you are working out of your home or not.

Page 215 - Participant Guide Instructor Aid 4

Instructor Note: Inform participants this checklist is a resource for them. This list is in alphabetical order, not

priority order in which to accomplish.

Discuss immediate entrepreneur resources:

There are many resources to help you get started, the first three to look into are the Small Business Administration (SBA), the Service Corps of Retired Executives (SCORE) and the Women's Business Center.

Page 216 - Participant Guide



12

SMALL BUSINESS ADMINISTRATION (SBA)

- The U.S. Small Business Administration, established in 1953, provides financial, technical, and management assistance to help Americans start, run, and grow their businesses. With a portfolio of business loans, loan guarantees, and disaster loans worth more than \$45 billion, SBA is the nation's largest single financial backer of small businesses.
- Last year, the SBA offered management and technical assistance to more than one million small business owners. The SBA also plays a major role in the government's disaster relief efforts by making low-interest recovery loans to both homeowners and businesses.
- America's 23 million small businesses employ more than 50 percent of the private workforce, generate more than half of the nation's gross domestic product, and are the principal source of new jobs in the U.S. economy.



13

SERVICE CORPS OF RETIRED EXECUTIVES (SCORE)

- A nonprofit association dedicated to entrepreneur education and the formation, growth, and success of small business nationwide. SCORE is a resource partner with the Small Business Administration.
- Working and retired executives and business owners donate their time and expertise as volunteer business counselors and provide confidential counseling and mentoring free of charge.



14

WOMEN'S BUSINESS CENTER (WBC)

- SBA's network of more than 60 Women's Business Centers (WBC) provides a wide range of services to women entrepreneurs at all levels of business development.
- These WBCs teach women the principles of finance, management, and marketing, as well as specialized topics, such as how to get a government contract, or how to start a home-based business.
- They have a interactive business skills training website, helping entrepreneurial

women realize their goals and aspirations for their personal and professional development.

For further assistance contact or visit the FSC, contact the SBA, or connect to the Internet and access the web sites available for entrepreneurs.

Page 217 - Participant Guide
Instructor Aid 5



15

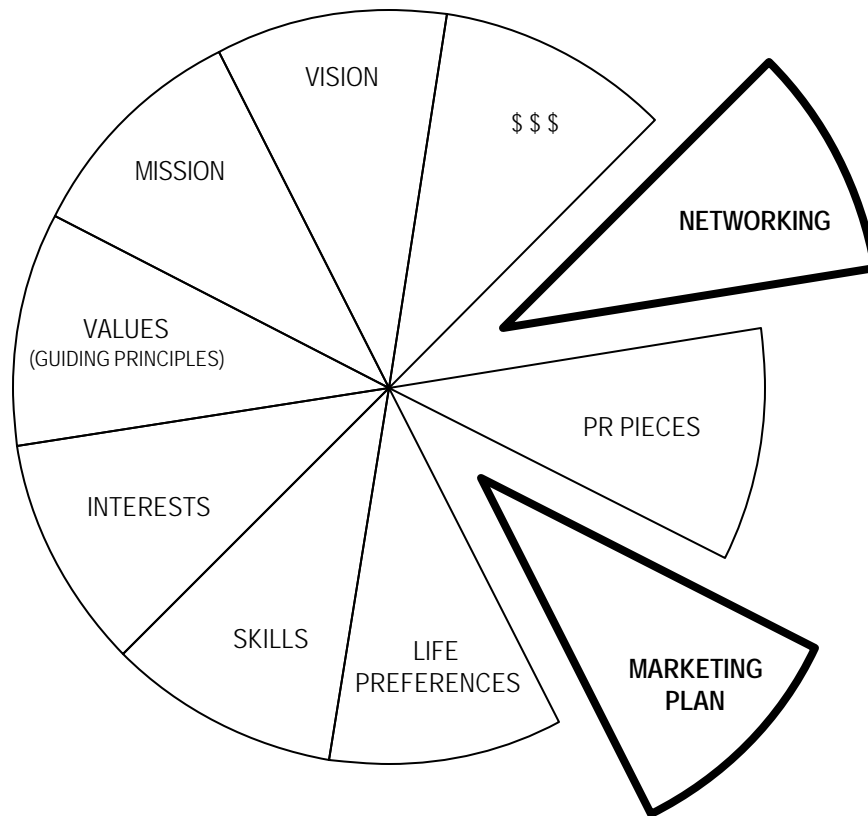
SUMMARY (5 MINUTES)

In this module you:

- Performed a self-assessment to determine if entrepreneurship is for you.
- Learned about the advantages and disadvantage of self-employment.
- Learned the basics needed to start your own business.

Ask participants to complete the evaluation in the Participant Guide.

Career Plan



Often military spouses choose to become entrepreneurs so they can more easily move their jobs with them, a truly mobile career option. A new option that is appearing more and more are Internet businesses. If you find that having your own business is an option for you, you will probably want to get more information and assistance after this class.

Self Assessment Quiz

Answer yes if you agree or no if you disagree in response to the following statements.

	Y or N
1. I am a self-starter. Nobody has to tell me to get things going.	
2. I enjoy competition and do not get intimidated easily.	
3. I usually feel confident about my decisions.	
4. I have will power and self-discipline.	
5. I feel comfortable knowing that I don't have all the answers and feel comfortable taking advice from others.	
6. I get things done on time.	
7. I enjoy being in charge but can delegate if I need to.	
8. I am adaptable to changing conditions.	
9. I can give three clear reasons why I want to go into business for myself.	
10. I am good at planning ahead.	
11. Once I create a plan, I consider it finalized, although I'm able to adapt to a changing environment.	
12. I understand that working for myself may entail working 12 to 16 hours a day, six days a week. I am willing to devote the energy needed to make my business a success.	
13. I have seriously reviewed the financial needs of my business. I have enough money set aside, even if my business does not make any income for 3-4 months.	
14. I have a good understanding of my strengths and weaknesses.	
15. I feel comfortable asking others for help.	
16. I have carefully reviewed whether I could make more money working for someone else.	
17. I trust my own judgment and understand the value using input from experts when necessary.	
18. My family or loved ones go along with my plans to start a business.	
19. I find a big thrill in taking risks at any time.	
20. I am in good physical health.	
21. Once I make up my mind to do something, I am committed to finishing it.	
22. I know other self-employed individual and have seen how their business works.	
23. I am prepared to lower my standard of living, if necessary, until my business becomes a success.	
24. I am willing to devote the time, energy and money to my new business, even though I understand that many businesses don't succeed.	
25. I have a clear understanding of what success means to me, and I know that money is only one of the measuring factors.	

Scoring:

20 to 25 yes answers = Self-employment is an option for you.

11 to 20 yes answers = Self-employment may be an option after you do more research and give careful consideration to this.

0 to 10 yes answers = Self-employment is not an option for you.

Business Ideas

If you have office skills:

- Provide typing services for CPA, college students, job searches.
- Set up a filing services or billing service for local small business.
- Provide accounting or bookkeeping services for small business.
- Provide collating or mailing services.
- Desktop publishing.
- Be a home and business organizer.

If everyone loves your cooking:

- Start your own catering service.
- Decorate wedding/birthday/special occasion cakes.
- Teaching cooking at the location Y or recreation center.
- Baker of specialty items for restaurants and occasions.
- Publish and sell a cookbook.

If you're spic 'n span:

- Start a cleaning service.
- Be a chimney sweep.
- Provide specialized cleaning: rugs, window, floors, walls, stain removal, upholstery.
- Write and circulate a "household hints" newsletter or propose a column for the local newspaper.

If you're artsy/craftsy:

- Sell your crafts on consignment at local shops.
- Make display clothes for local cloths store.
- Be an arts and crafts instructor.
- Make patterns and sell them by mail.
- Do calligraphy for printers or individuals.
- Make professional signs for local businesses.
- Screen print t-shirts and sell them by mail, at flea markets, or at local shops.
- Make and sell quilts, dolls, and/or clothes.
- Be a flower arranger.
- Do picture framing.
- Be a photographer for real estate ads or small businesses.

If you're handy:

- Restore antiques/refinish furniture.
- Open a painting and wallpaper hanging business.
- Do custom picture framing.
- Repair watches, jewelry, small appliances, cameras.
- Repair bicycles or others sports equipment.
- Build furniture, dog houses, bird houses, doll houses, etc.
- Re-upholster furniture.

If you like being in the driver's seat:

- Start an errand-running business for the elderly, busy executives, working mothers, etc.
- Conduct guided tours to local attractions, shopping outlets, etc.
- Start a gift-buying service.
- Provide car care services.
- Offer a courier serve to local businesses.
- Create a door-to-door advertising distribute service.
- Provide a delivery person for local florists.

If your heart is with children:

- Be a clown for children's parties.
- Operate a balloon and party planning service.
- Babysit.
- Open a day care center.
- Offer tutoring for children.

If you have a green thumb:

- Open a yard care service.
- Be a gardener.
- Sell produce you've grown.
- Raise seedlings in your home and sell them in the spring.
- "Plant-sit" for persons on vacation.

If you love the written work:

- Do some freelance writing for newspapers or magazines.
- Compose newsletters for local businesses or non-profit organizations.
- Start a resume writing or business letter writing service.
- Publish newsletters.

If you're a born salesperson:

- Sell your "junk" at flea markets.
- Coordinate garage sales in neighborhoods.
- Sell Avon, Mary Kay, Herbal Life, etc.
- Create a mail order business.
- Be a real estate or insurance agent.

If you like to work with people:

- Be a bridal, color, makeup, or fashion consultant.
- Be a financial planner or investment counselor.
- Be a diet consultant.
- Be a personal exercise trainer.
- Open an interior design business.
- Be a translator.
- Produce videos.

Source: Patsy Moore-Talbot, Senior Career Counselor, Virginia Educational Opportunity Center, Virginia Beach, VA.

Business Start-Up Checklist

- Θ Accounting/Bookkeeping/Tax Preparation
- Θ Advertising/PR Plan
- Θ Alarms/Security Systems
- Θ Answering Machine/Service
- Θ Auto Renting/Leading
- Θ Banking Services
- Θ Business Consulting Plan
- Θ Chamber of Commerce/Other Memberships
- Θ Computer Consulting
- Θ Computer Equipment/Supplies
- Θ Computer Repair/Service
- Θ Copy Machine
- Θ Data Processing
- Θ Delivery/Messenger Service
- Θ Equipment
- Θ Fax machine
- Θ Federal ID Tax Number from IRS
- Θ Graphic Design/Desktop
Publishing/Typesetting
- Θ Insurance

- Θ Janitorial Service
- Θ Office Supplies/Business Forms
- Θ Leasing Space: Office/Retail/Warehouse
- Θ Printing
- Θ Legal Service/Lawyers
- Θ Secretarial Service/Word Processing
- Θ Licensing Requirements through the local Chamber of Commerce
- Θ Shipping & Mailing Supplies/Service
- Θ Sign Making
- Θ Loans/Start up Capital
- Θ Space Planning & Design
- Θ Meeting Facilities/Conference Room
- Θ Telephone Equipment/Paging & Mobile Telephone
- Θ Mission Statement
- Θ Trademark/Service Mark Registration
- Θ Name Registration
- Θ Trash Removal/Recycling Plan
- Θ Office Furniture
- Θ Office Machine/Typewriters, etc.

Entrepreneurism Internet Resources

Small Business Administration	www.sba.gov
Service Corps of Retired Executives	www.score.org
Women's Business Center	www.onlinewbc.org
National Foundation for Women Business Owners	www.nfwbo.org
Minority Business Entrepreneurs	www.mbemag.com
Great Links for Entrepreneurs	www.cpateam.com/business-associations.htm

Feminist.com	www.feminist.com
Pleiades Network	www.pleiades-net.com
Virtual Sisterhood	www.igc.apc.org/vsister
Women.com	www.women.com
Women Work!	www.womenwork.org
Information on Women in the Trades	www.workplacesolutions.org
Department of Labor Home Page	www.dol.gov